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## **Communicating to the Scientific and Public Health Community through the**

**Philip Morris USA Science Website**

***PMUSA-SCIENCE.COM***

*RD&E*

*Scientific Affairs & Communication*

WSA/SAC/RAW/LBV

RD&E Technical Forum, April 13, 2004

April 9, 2004

1

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### ***Goal of scientific communication***

To share our science with and invite peer-review from the scientific and public health community in order to enhance both their and our effectiveness in addressing issues related to smoking and health.

WSA/SAC/RAW/LBV

RD&E Technical Forum, April 13, 2004

April 9, 2004

2

## Pilot [www.ehcss-science.com](http://www.ehcss-science.com) launched Feb 03



### Welcome to the Electrically Heated Cigarette Smoking System (EHCSS) Scientific Publication Bibliography Website

#### Who is this site for?

- Scientists  
(e.g., persons holding a science degree)
- Public health professionals  
(e.g., physicians, persons holding a degree  
or working in the field of public health)

#### What can you find on this site?

- Scientific publications and public presentations concerning the EHCSS

This website is operated by Philip Morris USA Inc. ("Philip Morris USA") for the purpose of bringing together the references to scientific publications and public presentations concerning EHCSS and for sharing them with scientists and public health professionals. The site is not operated for advertising or marketing purposes. The site is not intended for use by the general public or consumers. By clicking "I Agree" below, you certify that you understand that the site is for use by scientists and public health professionals accessing the site for scientific purposes and you agree to the site policy applicable to your use of this site.

"... for the purpose of bringing together the references to scientific publications and public presentations concerning EHCSS and for sharing them with scientists and public health professionals."

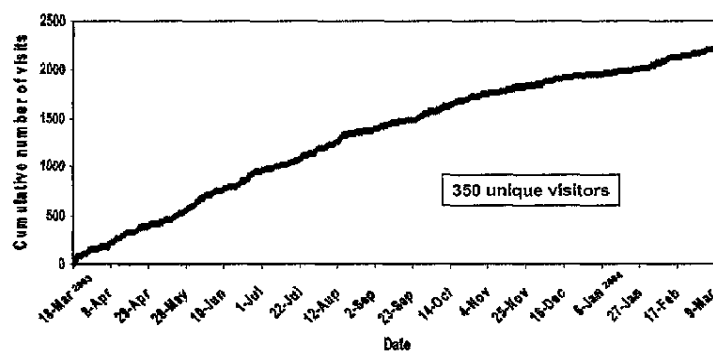
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RD&amp;E Technical Forum, April 13, 2004

April 9, 2004

3

## Cumulative Number of Visits to EHCSS Website




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April 9, 2004

4

 **Philip Morris USA Science Website**

What is this site?

- a data
- persons holding a scientific degree
- public health community
- physicians, persons holding a degree or working in the field of public health

What is the purpose of this site?

The website is operated by Philip Morris USA Inc. ("Philip Morris USA") to bring together scientific information related to our processes, products and technologies in order to share with and invite peer-review from scientists and the public health community. We welcome comments on our scientific work and on this website in general. Please make use of the "Contact Us" link at the top of the pages for providing your feedback.

Can you find on this site?


- Scientific information related to our efforts that potentially contribute to the reduction of harm from smoking.
- Publications related to our processes, products, research, and technologies.
- The toxicological assessments of cigarette ingredients.

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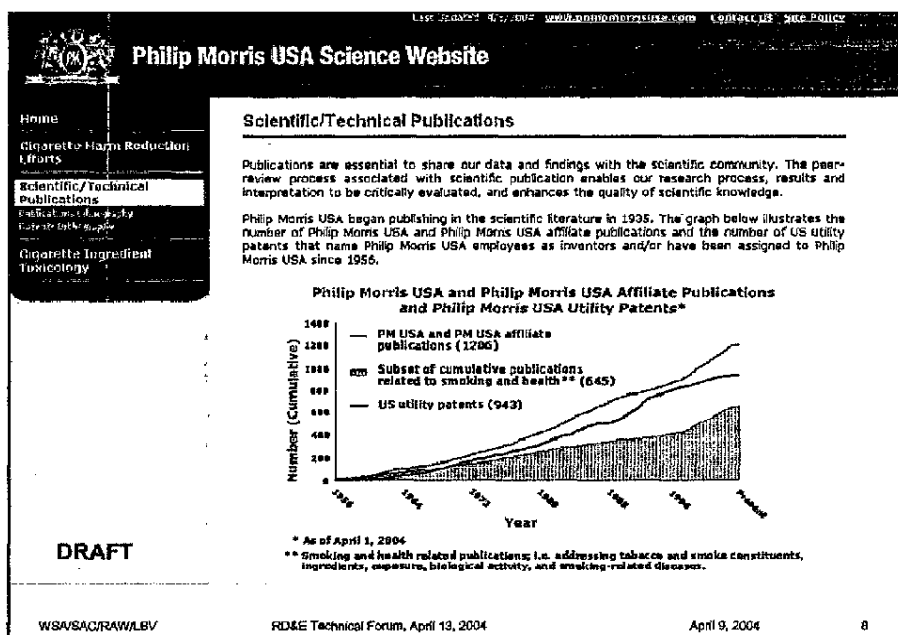
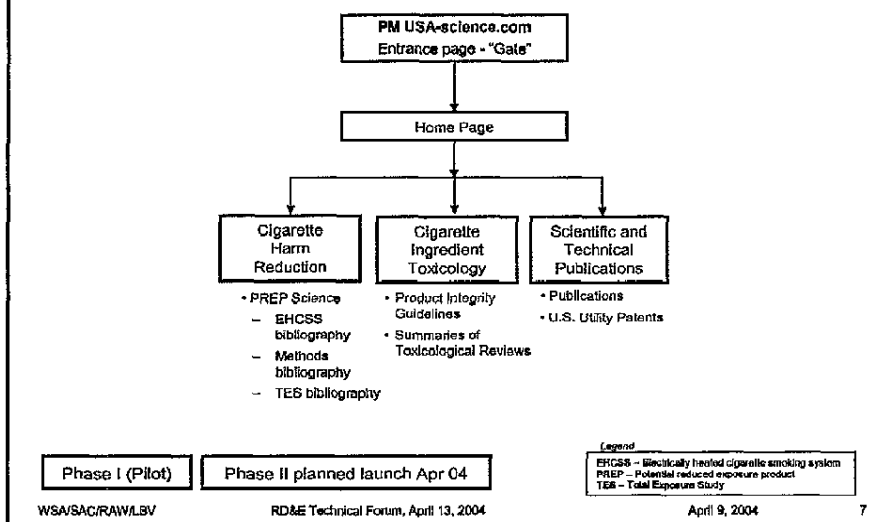
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## Road map for PMUSA science website



### ***Next steps***

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- ✱ By August 30, 2004, planned additions to the PMUSA-SCIENCE.COM site include:

- The Philip Morris USA *Product Process Framework*
- Scientific reviews and positions developed through the *WSA consensus process*
- Materials related to *ignition propensity research*
- Additional *toxicological review materials*